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**DECLARATION AND POWER OF  
ATTORNEY FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

☐ Declaration Submitted with Initial Filing OR ☒ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number Google-44 (GP-096-00-US)

First Named Inventor Krishna BHARAT

**COMPLETE IF KNOWN**

Application Number 10/750,363

Filing Date December 31, 2003

Art Unit 3621

Examiner Name Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

GENERATING USER INFORMATION FOR USE IN TARGETED ADVERTISING

(Title of the Invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) December 31, 2003 as United States Application Number or PCT International

Application Number 10/750,363 and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 4]

## **DECLARATION AND POWER OF ATTORNEY**

### **Utility or Design Patent Application**

#### **Power of Attorney:**



As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

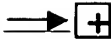
as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number or Bar Code Label		26479		OR <input type="checkbox"/> Correspondence address below	
Name Straub & Pokotylo							
Address 620 Tinton Avenue, Bldg. B, 2 <sup>nd</sup> Floor							
City Tinton Falls				State NJ		ZIP 07724-3260	
Country USA			Telephone (732) 542-9070			Fax (732) 542-9071	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.							
NAME OF SOLE OR FIRST INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Krishna				Family Name or Surname BHARAT			
Inventor's Signature 						Date 5/24/04	
Residence: City Santa Clara			State CA		Country USA		Citizenship India
Mailing Address 470 Oakgrove Drive, Apt. # 205							
City Santa Clara			State CA		ZIP 95054		Country USA
NAME OF SECOND INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Stephen				Family Name or Surname LAWRENCE			
Inventor's Signature 						Date 5/24/04	
Residence: City Mountain View			State CA		Country USA		Citizenship Australia
Mailing Address 2400 W. El Camino Real, Apt. # 204							
City Mountain View			State CA		ZIP 94040		Country USA
<input checked="" type="checkbox"/> Additional inventors are being named on the ___1___ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.							

Please type a plus sign (+) inside this box



Modified PTO/SB/02A (11-00)  
Approved for use through 10/31/2002. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 4</b>
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Mehran		SAHAMI	
Inventor's Signature <i>Mehran Sahi</i>		Date 5/24/04	
Residence: City Redwood City	State CA	Country USA	Citizenship USA
Mailing Address 3228 Hoover Street			
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City Redwood City	State CA	ZIP 94063	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

**Burden Hour Statement:** This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.